



## TSET's Impact on Oklahoma

- Because of TSET's sustained investment in tobacco prevention and cessation, smoking have dropped 10 times faster in Oklahoma than in states with similar policy and price environments, according to an independent study conducted by the University of Wisconsin School of Medicine and Public Health.
- The Oklahoma Tobacco Helpline has served more than 400,000 Oklahomans since its inception. The Helpline is one of the highest-rated quit lines in the nation, with quit rates that exceed the national benchmark and survey respondents reporting a 95% satisfaction rate.
- TSET's investment in research at the Stephenson Cancer Center gives Oklahomans access to cutting-edge phase one clinical trials and were crucial in the Stephenson being awarded National Cancer Institute designation in 2018.
- TSET's investment in Stephenson has also been instrumental in bringing \$182.5 million additional grant dollars to Oklahoma.
- TSET's partnership with the Physician Manpower Training Commission to fund a medical loan repayment program is currently funding 26 physicians in rural and underserved areas of the state. Thirty-seven other doctors have participated in that program, and 54% of them continue to practice medicine in rural Oklahoma.
- Three behaviors (tobacco use, poor nutrition and sedentary lifestyle) lead to four conditions (heart disease, lung disease, cancer and diabetes) that are responsible for 65% of the deaths in Oklahoma, including many premature deaths.
- TSET is the state's largest funder of programs aimed at reducing those behaviors and thus lessening the burden on the state's health care infrastructure.
- TSET's work has saved more than 42,000 lives and helped the state avoid \$1.24 billion in medical costs.
- TSET's Healthy Living Program works in 62 counties across the state and covers 94% of the state's population.
- TSET has awarded 222 incentive grants to school and school districts throughout the state, impacting more than 300,000 Oklahoma students.
- TSET is a model for the nation and Oklahoma is the only state that protected and invested its Master Settlement Agreement Funds in an endowment.
- The State Constitution mandates that TSET only spends realized earning from the endowment. The agency's FY19 budget for all programs was \$49.7 million.
- According to the Campaign for Tobacco Free Kids, Big Tobacco spends \$172.2 million each year marketing their products in Oklahoma.
- TSET's administrative costs are 3% of the agency's total budget.